

10-1995

Digest of the Philadelphia College of Osteopathic Medicine (Fall 1995)

Philadelphia College of Osteopathic Medicine

Follow this and additional works at: <http://digitalcommons.pcom.edu/digest>



Part of the [Medical Education Commons](#), and the [Osteopathic Medicine and Osteopathy Commons](#)

Recommended Citation

Philadelphia College of Osteopathic Medicine, "Digest of the Philadelphia College of Osteopathic Medicine (Fall 1995)" (1995).
Digest. Book 160.
<http://digitalcommons.pcom.edu/digest/160>

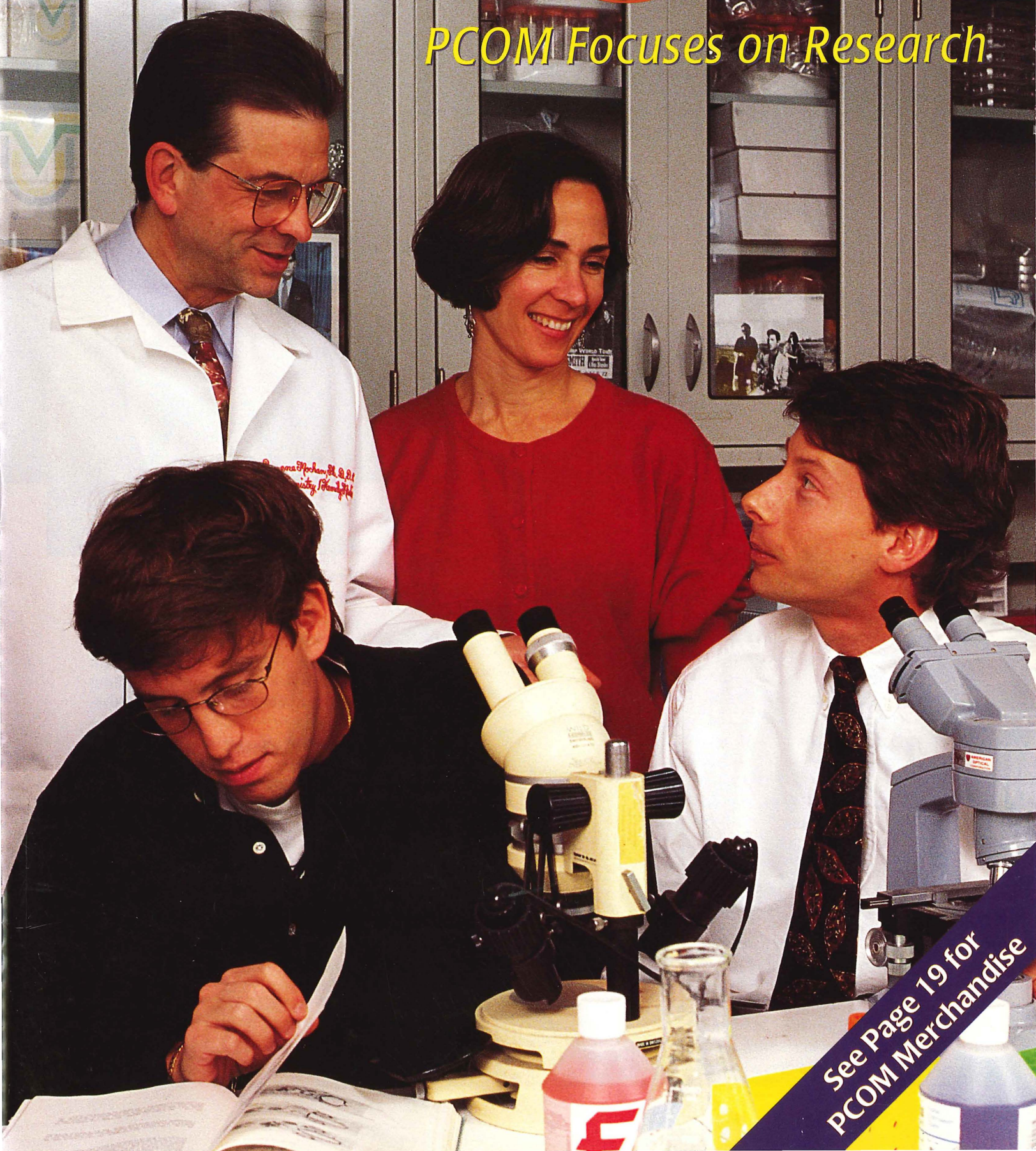
This Book is brought to you for free and open access by DigitalCommons@PCOM. It has been accepted for inclusion in Digest by an authorized administrator of DigitalCommons@PCOM. For more information, please contact library@pcom.edu.

PCOM

FALL 1995

Digest

PCOM Focuses on Research



See Page 19 for
PCOM Merchandise

PCOM Begins New Era of Research Development



Peggy Stewart, PhD, assistant professor, physiology and pharmacology, and Garry Powell, research assistant, conduct pain control research in Stewart's laboratory.

Entering the new year with a focus on research, PCOM is setting new goals to develop interdisciplinary research programs. The plan is two-fold: to enhance faculty scholarly activity and incorporate more research into students' training.

The College is off to a solid start for several reasons. PCOM has dedicated both department and institutional funds to initiate independent and interdisciplinary research. Institutional funds are specifically directed to establishing collaborative studies between clinicians and basic scientists.

To help obtain grants in today's increasingly competitive environment, the College has added the position of director of academic research development. Bringing 12 years of experience in sponsored-project development to PCOM, Jane Dumsha helps match faculty members to funding sources and coordinates the grant proposal process.

PCOM also has hired additional faculty interested in research. In fact, the nine faculty members who have

joined the College recently have a strong research orientation.

Research Program Development

Richard Kriebel, PhD, assistant dean for basic sciences, facilitates PCOM research development. According to Kriebel, significant grant money goes to multidisciplinary projects. The National Institutes of Health (NIH), for example, encourages this concept by funding multidisciplinary "program projects."

"Program projects have the best chance of solving today's complex biomedical problems such as AIDS, degenerative diseases and pain," says Kriebel. "In an academic environment, it's important for people to work together and attack a problem using a combination of each person's expertise."

A prime example of this approach is the team studying the effect of pre-operative morphine on postoperative hysterectomy or myomectomy pain. It includes Frederick Goldstein, PhD, professor of clinical pharmacology, department of anesthesiology; Saul

Jeck, DO, chairman and professor of OB/GYN; Gary Brunvoll, DO, OB/GYN resident; and Marvin Berman, DO, chairman and professor of anesthesiology.

Kriebel and Dumsha are working together to match investigators with resources to accomplish their specific objectives and to establish PCOM's research niche.

"We need to find out how research at PCOM differs from other institutions, and how that uniqueness can serve us," says Dumsha. She explains that grant funding is more competitive than ever due to cutbacks at NIH, which is the largest funding source, and the increase in the number of scientists who have entered the field over the years.

"The money PCOM gives departments for research is vital when external funding is so tight," says Dumsha. "At other schools, scientists have to go through a prolonged, bureaucratic

process to get internal funding for preliminary research.”

To encourage student research, the College funds student research projects, including travel expenses so they can present the projects at national conventions, and faculty research that includes a student component.

The Research

Research at PCOM falls under one of two broad categories: biomedical research or primary care research. Because we cannot cover all PCOM research in one article, we will discuss biomedical studies here and cover primary care research in the Spring 1996 *Digest*.

Diversity defines our biomedical research, which ranges from developing better pain control and learning how the musculoskeletal system starts forming to determining how tissue destruction in inflammation occurs.

Developing better pain control is the research goal of pharmacology assistant professor Peggy Stewart, PhD. Collaborating with Frederick Goldstein, PhD, Stewart is trying to identify which receptor interactions between opiate and serotonergic systems yield the best pain control. Ultimately, this research can help design more efficacious drugs that require lower doses so tolerance to them can be minimized. Tolerance is a problem with people on medications for extended periods, such as cancer patients.

“The students have picked up on the research that’s occurring,” says Stewart. “They pop their heads in and ask what we’re doing and if they can observe.” Excited by their interest, she says the more PCOM exposes students to research, the better chance they will have of understanding what a well-designed study looks like. “When they start practicing and have an idea for research, I hope they’ll call and ask for our help with designing it,” she says.

Kerin Fresa, PhD, associate professor of microbiology and immunology, is also working on research that can benefit cancer patients. Her work focuses on better understanding the intracellular events that lead to apoptosis or “cell suicide” — one of two ways cancer cells die. It appears that irradiation and certain effective chemotherapeutic drugs may work against tumors by activating apoptosis. According to Fresa, determining how cell suicide is induced will help design better chemotherapeutic treatments that will maximize apoptosis of tumor cells while minimizing effects on normal cells.

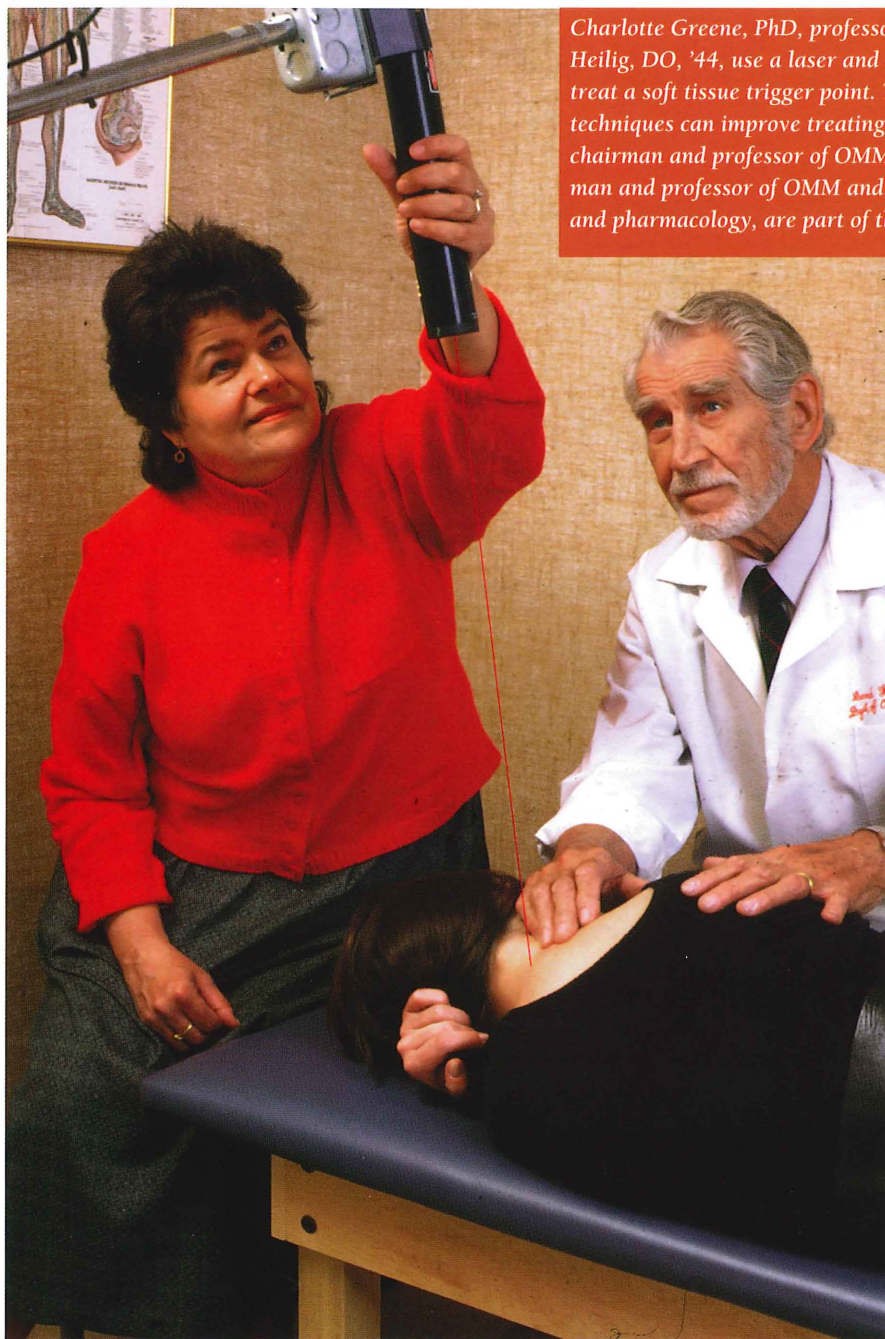
Collaborating with Fresa is assistant professor of microbiology and immunology, Susan Hingley, PhD, who is also pursuing studies on the pathogenesis and fusion properties of mouse hepatitis virus.

OMM is the focus of a study by Charlotte Greene, PhD, professor of physiology and pharmacology. The research involves determining how helium-neon laser and OMM can be used to treat soft tissue trigger points. One of Greene’s co-investigators is David Heilig, DO, ’44, professor emeritus of OMM.

“My career was entirely devoted to clinical practice,” says Heilig. “I’m



Biochemistry and molecular biology assistant professors, left to right, Elizabeth Pease, PhD, Ruth Borghaei, PhD and Ruth Thornton, PhD, view an x-ray film of an experiment. The department’s research focus is understanding tissue destruction associated with the inflammatory diseases of rheumatoid arthritis and periodontitis.



Charlotte Greene, PhD, professor, physiology and pharmacology, and David Heilig, DO, '44, use a laser and osteopathic manipulative medicine (OMM) to treat a soft tissue trigger point. Their research focuses on how various OMM techniques can improve treating trigger points. Alexander Nicholas, DO, '75, chairman and professor of OMM; Walter Ehrenfeuchter, DO, '79, vice chairman and professor of OMM and Domenic DeBias, PhD, chairman, physiology and pharmacology, are part of the study.

glad to have the chance to do research and better understand what I spent my life doing."

Greene says the College needs to instill in students not only a research orientation but an obligation to the osteopathic medical profession to conduct research. "We need to show how OMM works in a controlled study," she says. "Anecdotal accounts are not enough."

Under the direction of chairman Eugene Mochan, PhD, DO, '77, PCOM's biochemistry and molecular

biology department is focusing research efforts on tissue destruction associated with the inflammatory diseases of rheumatoid arthritis and periodontitis. Assistant professors Ruth Borghaei, PhD, and Ruth Thornton, PhD, have received separate NIH grants to study the genes involved in the inflammatory process. *See Borghaei/Thornton sidebar for more details.*

Robert Niewenhuis, PhD, professor of anatomy, has been studying the toxic effect of cadmium on living cells and tissues for many years. Cadmium,

an industrial and environmental pollutant, has been shown to cause severe damage to various organs.

In 1985 Niewenhuis began collaborating with Walter Prozialeck, PhD, then a member of PCOM's pharmacology department. Although Prozialeck now teaches at Chicago College of Osteopathic Medicine, their collaborative effort continues today and has resulted in three NIH grants, 15 abstracts and six full-length papers. In their most recent study, they used PCOM's electron microscope to observe structural changes in cell junctions after exposure to cadmium.

Neuronal development is the research theme in the lab of Mark Miller, PhD, assistant professor of anatomy. He is studying the importance of two proteins, myosin and a-internexin, during normal neuronal development. Little is known about these proteins, which are present within neurons throughout their lifespan. Ultimately, he will investigate their role in neuronal regeneration. "We know that myosin's interaction with actin causes tension and leads to muscle contraction, but we have little information about what myosin does in neurons," explains Miller. "It could be involved in learning and memory."

Cancer Pain Research Center Established

The Cancer Pain Research Center was recently established in PCOM's department of anesthesiology. Its goals are to improve pain control in cancer patients, and to promote understanding of pain management in cancer patients among primary care physicians and other health professionals.

Directed by Frederick Goldstein, PhD, the Center emphasizes a multidisciplinary approach that includes both pharmacotherapy and nonphar-

macological methods such as OMM. Its current study, mentioned earlier in the article,¹ involves how preoperative morphine affects postoperative hysterectomy or myomectomy pain.

Three of the Center's six advisory board members are alumni: Alexander Nicholas, DO, '75; Richard Pascucci, DO, '75, associate dean for graduate medical education; and John Wasniewski Jr., DO, '70. See Goldstein's sidebar for more details.

Cardiovascular Research Team Formed

Four years ago, a unique program was established to support cardiovascular research at the College. Located in PCOM's physiology and pharmacology department, the cardiovascular research facility allows faculty and alumni to run pilot studies and test surgical techniques. The purpose is to assist osteopathic physicians with their research and help students apply

“Developmental Potential of Chick Embryo Epiblast Cells”

Principal Investigator: Mindy George-Weinstein, PhD, associate professor of anatomy

Funding: National Institutes of Health (NIH) – National Institute of Child Health and Human Development

This research focuses on early stages in the development of the musculoskeletal system, using the chicken embryo as a model system. George-Weinstein's research team has determined that precursor cells with the potential to form skeletal muscle and cartilage arise during the first day after fertilization. These precursor cells are prevented from developing further by other cells within the embryo.

Inhibiting precursor maturation in younger embryos allows the cells to migrate to their proper positions and increase in number before forming functional skeletal muscle and cartilage. The team is investigating the molecules involved in regulating the development of precursors of the musculoskeletal system.



what they learn in basic science courses. Charlotte Greene, PhD, coordinates the research team.

Gregory Lynch, DO, '83, associate professor of surgery, is using the lab to conduct pilot studies on developing

an autologous graft to replace synthetic ones. “We’ve set up a solid base for ongoing projects, where we have a new group of students every year getting exposure to the research world,” he says. Also conducting research in the lab is William Meis, DO, '82, clinical associate professor of surgery, who is developing an autologous vascular access for dialysis patients.

Another team in physiology and pharmacology is shedding more light on factors contributing to cardiovascular disorders. Professor Henry Hitner, PhD, and assistant professor Mohammed Obaidi, PhD, have conducted pilot studies on the mechanism of endothelin release, since increased plasma endothelin is associated with cardiovascular disease. Now they are studying the role of nitric oxide, an endothelial vasorelaxant agent, in treating cardiovascular disease.

Student Perspective

“Students in the cardiovascular lab learn how to work as a team and think critically, so they get in the habit of asking questions when the answers aren’t in the book,” says Maria Hoertz-Hogg, PCOM '98.

Christopher Selgrath, PCOM '98, says research adds another dimension to his medical education. “We’re trying to find out something that isn’t known,” he says. “So we read about what research has been done so far, then expand on it. It keeps you

“IL-1 Regulation of Metalloproteinase Genes in Human Gingival Fibroblasts”

Principal Investigator: Ruth C. Borghaei, PhD, assistant professor of biochemistry/molecular biology

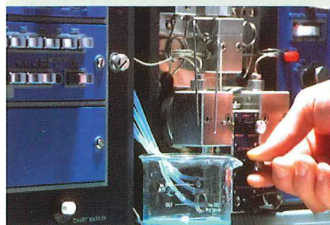
“IL-1 Gingival Gene Activation in Periodontitis”

Principal Investigator: Ruth D. Thornton, PhD, assistant professor of biochemistry/molecular biology

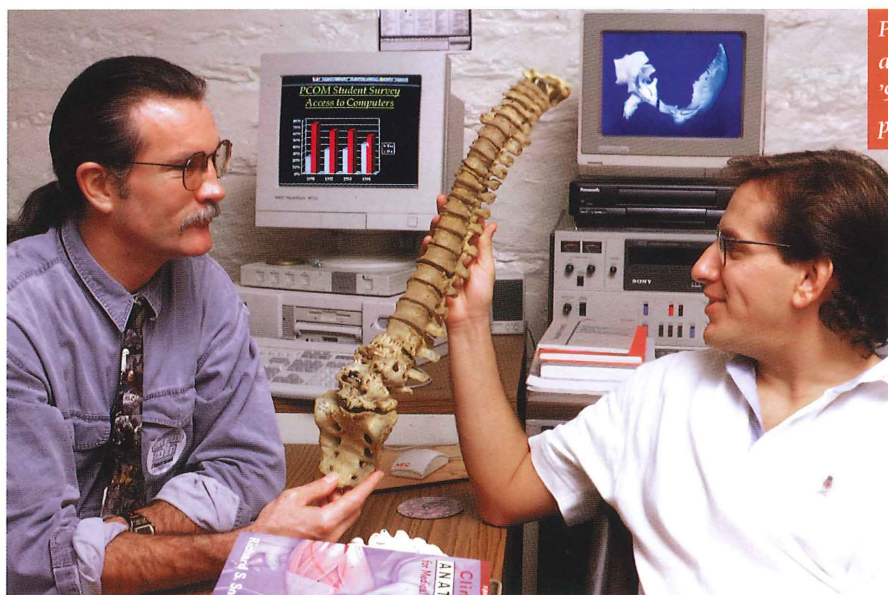
Funding: National Institutes of Health (NIH) – National Institute of Dental Research

Borghaei and Thornton were awarded separately funded research grants to study the effects of genes that degrade gum tissues in the inflammatory process. The research focuses on the cells that degrade collagen tissue surrounding the teeth, resulting in tooth destruction and loss.

One factor thought to be important is an inflammatory molecule called Interleukin-1 (IL-1). This cytokine is known to increase production of two proteins, collagenase and stromelysin, which are thought to be responsible for much of the tissue destruction in gingivitis and other inflammatory diseases. Determining more precisely how IL-1 activates the gene encoding these two proteins is the goal of one grant. The other grant involves identifying other genes activated by IL-1 that could be involved in inflammation.



“By understanding more completely how these proteins are made, we can attempt to interfere with their production and prevent much of the tissue destruction associated with inflammatory diseases such as gingivitis and rheumatoid arthritis,” says Borghaei.



Patrick Coughlin, PhD, associate professor of anatomy, left, and Jason Aronovitz, PCOM '99, discuss better methods for teaching complex concepts such as the spine and cranium.

abreast of the latest literature and technology.”

Students can always be found in the lab of Mindy George-Weinstein, PhD, associate professor of anatomy. Her research team is studying the early stages in the development of the musculoskeletal system. Funded by NIH, this research will determine when, where and how the musculoskeletal system forms within the embryo. *See George-Weinstein's sidebar for more details.*

Conducting related research is Camille DiLullo, PhD, assistant pro-

fessor of anatomy, who is studying the integrins in the development of skeletal and cardiac muscle.

Educational Research

Other research focuses on developing better teaching tools and incorporating computer technology in medical education. Patrick Coughlin, PhD, associate professor of anatomy, is developing a video featuring three-dimensional animations of the skull and related membranes. The video will give students a better understanding of the cranial concept, which is

difficult to teach. *See Coughlin's and Kriebel's sidebars for more details.*

A work-study project by Stacie Byers, PCOM '97, has resulted in better teaching methods for first-year medical students. She created six interactive video case presentations for small-group discussion. Using problem-based learning, the videos develop problem-solving skills within the context of a physician-patient relationship. The case presentations help students combine medical microbiology and clinical medicine.

Supervising Byers were project coordinators Bruno Bromke, PhD, professor of microbiology and immunology, and Walter Ceglowski, PhD, department chairman. “When we tried out the tapes on students, they loved them,” notes Bromke. “We plan to expand their utilization in our course and make them available to both osteopathic and allopathic schools.”

Tage Kvist, PhD, chairman and professor of anatomy, is evaluating how plastinated anatomical specimens

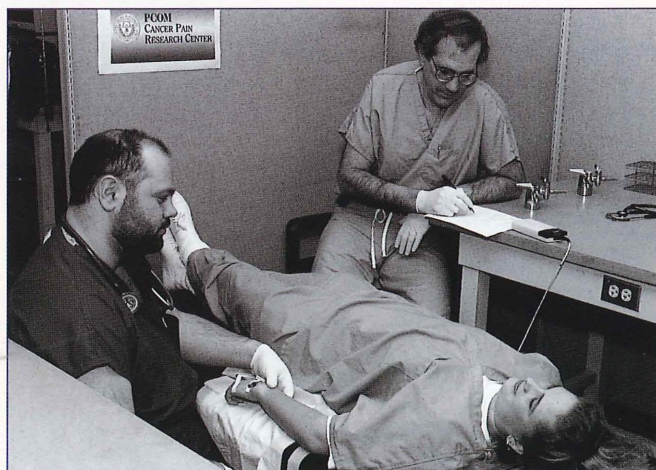
“Effect of preoperative morphine and osteopathic manipulative medicine (OMM) upon postoperative pain following total abdominal hysterectomy or myomectomy”

Principal Investigator: Frederick Goldstein, PhD, professor of clinical pharmacology, department of anesthesiology, and director, Cancer Pain Research Center
Co-investigators: Marvin Berman, DO, chairman and professor of anesthesiology; Saul Jeck, DO, chairman and professor of OB/GYN; and Alexander Nicholas, DO, '75, chairman and professor of osteopathic manipulative medicine (OMM).

Funding: An application has been submitted.

This study will evaluate whether adding postoperative OMM can further reduce pain in patients who received narcotic analgesia before undergoing total abdominal hysterectomy or myomectomy.

The investigation is one of several occurring in PCOM's Cancer Pain Research Center. Other research focuses on how amitriptyline can improve analgesia and reduce side effects of oral morphine in cancer patients.



Frederick Goldstein, PhD, professor of clinical pharmacology, department of anesthesiology, right, conducts research on better pain management for cancer patients. Assisting in the study are Frank Nikolaidis, DO, '92, anesthesiology resident, and Beverly Pennino, PCOM '98.

“Embedding Informatics Into Medical Education”

Principal Investigator: Richard Kriebel, PhD, assistant dean for basic sciences

Funding: Application submitted to the Department of Education/Office of Post-secondary Education

One of PCOM's curriculum reform goals is to incorporate more medical informatic technology in students' training. The College believes preparing students to use computers for managing medical and patient information will help them deliver health care more effectively and efficiently.

The College's specific goals are to develop the use of computerized patient record (CPR) software to teach basic and clinical biomedical sciences and to assist students in applying medical informatic technology to clinical settings. Designed for clinical patient management, the CPR application will be used as the framework to build a data base of patient cases used throughout the curriculum.

Working toward these objectives, PCOM has begun a pilot project. An experimental group of students has received laptop computers with a CPR software package. Feedback from the students will help the College develop a CPR program with the types of cases, clinical skills and didactic information that are most meaningful to the clinical education experience.



Richard Kriebel, PhD, assistant dean for basic sciences, and Jane Dumsha, director of academic research development, write a grant proposal for a research project.

enhance learning. The innovative plastination technique produces dry, permanent specimens students can handle and study outside the gross anatomy lab. Kvist says the specimens serve as substitutes for selected routine dissections, and free-up faculty time for small-group teaching and cross-sectional anatomy. He is also researching techniques used to prepare the specimens. PCOM is the only medical school in Philadelphia and one of a handful of schools in the nation to use the process.

The Future

According to PCOM Dean Kenneth J. Veit, DO, '76, the College will continue nurturing its strengths to find its research niche and encouraging multidisciplinary research in faculty and students.

"PCOM has always been known for graduating excellent clinicians," notes Veit. "We expect future graduates to continue this tradition with the added value of increased exposure and sensitivity to research methodology. This experience will help our students no matter what field they pursue."

Leonard H. Finkelstein, DO, '59, president and CEO, says PCOM is committed to establishing research in areas where scientifically valid results

can be produced. "While we encourage all research, we are emphasizing outcomes research, especially in OMM," he says. "By our Centennial in 1999, we hope our research programs will be well established."

For more information about PCOM's research activities, contact Richard Kriebel, PhD, assistant dean for basic sciences, at (215) 871-6527, e-mail kriebel@hslc.org.

“The Creation of Computer-Generated Three-Dimensional Animations of the Human Skull and Dural Membranes to Illustrate the Cranial Concept”

Principal Investigator: Patrick Coughlin, PhD, associate professor of anatomy

Funding: The Cranial Academy Foundation of the American Academy of Osteopathy

Cranial manipulation is a fundamental tool of the osteopathic physician. However, this complex concept is difficult to teach and more difficult to understand without adequate learning tools. To help correct this problem, Coughlin is developing an instructional video featuring three-dimensional animations of the skull and related membranes. Students will learn cranial mechanics faster, and the profession will have an additional learning tool for a deeper understanding of the cranial concept.

"Cranial is extremely difficult to teach because we're trying to describe how it moves using only still images," explains Coughlin. "With the video, students will view cranial motion in three dimensions and develop a visual picture of the cranial rhythmic impulse."

PCOM will use the video as a supplemental learning tool in the first- and second-year osteopathic principles and practices (OPP) course. It also will be marketed to other osteopathic medical schools by The Cranial Academy Foundation.



The Family Practitioner:

Jack of all trades, master of many.

When Carol L. Henwood-Dahdah, DO, '83, decided to enter PCOM to study osteopathic medicine, it was a decision that brought new meaning to the term "family practice." Her father, William R. Henwood, DO '76, entered PCOM when Henwood-Dahdah was in high school; her brother Jon graduated from PCOM in 1990; and her sister Maria is a third-year student at the College. Both she and her father serve on PCOM's Alumni Association Board of Directors. For Henwood-Dahdah, elected in 1989 and the first woman named to the board, the experience has confirmed her belief in the osteopathic philosophy. "It's been great to be on the alumni board at a time when there has been such a rebirth of pride in the osteopathic profession," she says.

From the time she decided on a career in medicine, Henwood-Dahdah knew she wanted to follow the osteopathic tradition. "I had watched my father, and saw the joy he got from his career, and just knew I wanted to practice the osteopathic, holistic approach to medicine," she says. She feels equally strongly about the training she received at PCOM. "I was fortunate to have been able to train with the fine physicians at PCOM," she adds. "I learned that it's not just the procedure that counts. It's knowing what procedure needs to be done. I had the guidance that helped me develop a decision pathway, to know the appropriate tests, and how to explain it all to my patients. That's the most important thing in a managed care environment."

In 1985, Henwood-Dahdah joined Pottstown Family Care, which at the time had a sole practitioner on staff. Henwood-Dahdah is now chair of the group, which has grown to a 15-member, multi-site primary care practice, well-positioned in the managed care market.

Henwood-Dahdah is vice chairman of the Pennsylvania Osteopathic Medicine Association Managed Care Task Force, a three-phase grass roots program on how to sur-



Carol Henwood-Dahdah, DO

"It's been great to be on the alumni board when there has been such a rebirth of pride in the osteopathic profession."

vive in the managed care environment. Members of the task force lecture on managed care to practicing physicians throughout the state. The final phase will bring the program to residents and students statewide. "I've danced the managed care dance," says Henwood-Dahdah, "and I can tell you it's here to stay. Greater than one-third of my group's patients are in managed care plans. In 1994, Pennsylvania was the third largest state by enrollment in managed care plans in the country, and of the top ten managed care companies, four are in our state. Within three to five years, an estimated 85 percent of all patients will be in managed care."

A staff member of the Pottstown Memorial Medical Center since 1985, Henwood-Dahdah has played an

increasingly active role in shaping hospital policy. She attributes her election to key policy-making positions to two factors: a change in how family practice is perceived in the medical profession, and the importance of primary care in today's medical environment. "When I came to Pottstown in 1985, family practice was a subdivision of the internal medicine department, and interested physicians had to meet privately in each other's homes. Since then, family practice has emerged into a strong department whose members are recognized by the hospital and are represented on important policy-making committees."

Summing up her opinions regarding the importance of family practice, Henwood-Dahdah has a favorite story to tell. "When I was thinking about what kind of physician I wanted to be, and was considering family practice, another physician said to me, 'Don't become a family physician. They're Jacks of all trades and masters of none.' Now I tell people that family practitioners are Jacks of all trades, and masters of many!"

Henwood-Dahdah resides in Pottstown, Pa. with her husband John, a podiatrist, and their nine year-old son, John.

Arnold S. Hoffman

A brief visit to PCOM's campus quickly confirms that the institution is in the throes of enormous change – change that will alter the face and educational core of PCOM. These changes represent the College's commitment to prepare the institution to enter the 21st century in a leadership position. The College's dedicated board of trustees has played a critical role in making this possible. Arnold S. Hoffman is one of several board members who, in 1991, were invited to join the board to bring a fresh "outsider's view" to the planning process.

Hoffman clearly relishes his role in helping shape PCOM's future. "The institution was going through a lot of change at the time, and it's always exciting and challenging to get involved with an organization when you have the opportunity to make strategic changes and then watch the organization's progress once those changes are made," he says.

"We were asked to take a look at the institution with an unbiased eye, to search to see who we were, and what we should focus our assets and resources on," he adds. "Our position was unique, in that we brought a clean slate. We weren't mired in the history of the institution, or its past operating practices."

Hoffman credits all board members, with the decision to totally focus on education and sell the hospitals. "It was a bold move to get out of the hospital business," he says. "But look at what we've been able to accomplish since. We've taken the money and expanded our facilities and improved the quality of our educational programs. That's a major accomplishment for any institution."

Asked how he sees his and the board's role in the future, Hoffman is enthusiastic. "Clearly, our role is to support the strategic vision of the College: to graduate the highest quality primary care-oriented practitioners to enter a market that has a pent-up demand for them. This is especially important because in the future primary care practitioners will be the quarterbacks of medical practice. People will come to them to be told what to do and where to go within the system. And, being aware of that, we will



adapt the curriculum to meet those needs."

In his position as a senior managing director of Legg Mason Wood Walker, Inc., a financial services and brokerage firm, Hoffman brings critical expertise to the board. Prior to joining the firm he was chairman of The Middle Market Group, an investment bank affiliated with Shearson Lehman Brothers, Inc. He was also a founder and general partner of Financo Investors Fund, L.P., a venture capital fund which invested in several retail and health care companies. Prior to entering the investment banking field, Hoffman spent over 20 years in a variety of business and executive positions, following his graduation from Penn State University in 1957.

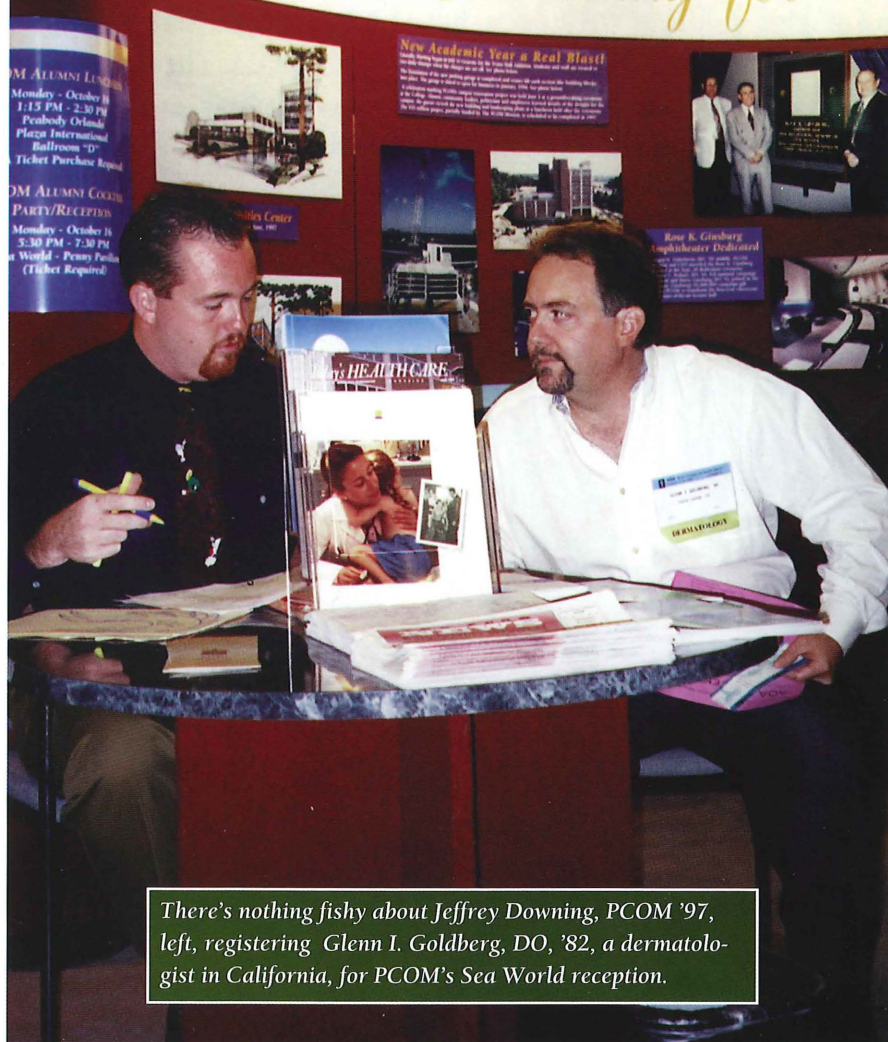
Hoffman has lectured extensively on mergers, acquisitions

and divestitures, and taught a course in mergers at the entrepreneurial school of The Wharton School of the University of Pennsylvania.

Hoffman has enjoyed a long and varied participation in the business community. He serves as a director of Sun Distributors L.P., Intelligent Electronics Incorporated, Almo Corporation, Praxis International, Gichner Systems Group, Inc. and Personal Sound Technologies. In addition to his valuable contribution to PCOM, Hoffman also serves the community as a member of the board of directors of the Philadelphia Geriatric Center and the Penn State University National Development Council.

A resident of Rydal, Pa., Hoffman and his wife Bette have four sons, Daniel, James, Jeffrey and Andrew, and a grandson, Henry.

PCOM Makes a Splash at Fall Conventions



There's nothing fishy about Jeffrey Downing, PCOM '97, left, registering Glenn I. Goldberg, DO, '82, a dermatologist in California, for PCOM's Sea World reception.

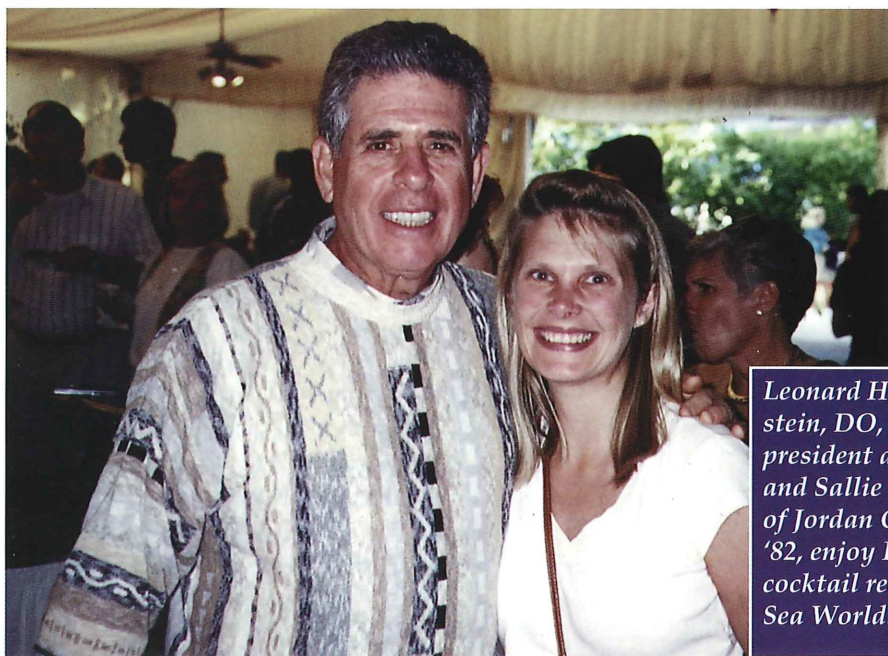
PCOM's convention caravan travelled to the Pelican and Sunshine states this fall greeting alumni from across the country. The troupe stopped in New Orleans, La. for the ACOS Convention September 14-17. Former PCOM Dean, Daniel L. Wisely, DO, was posthumously awarded the Orel F. Martin Medal, the ACOS's highest honor.

The next scheduled visit was the AOA Convention in Orlando, Fla. October 15-19. Highlights of the convention, which marked the 100th anniversary of the AOA, included PCOM's alumni luncheon attended by over 400 PCOM alumni and guests. Leonard H. Finkelstein, DO, '59, PCOM president and CEO, delivered the College's "State of Affairs" slide show and updated alumni on the progress of the Master Facilities Plan and *The PCOM Mission* capital campaign.

Later in the afternoon, alumni and guests were invited to Sea World to visit Shamu, pet the dolphins and stroll through the park. PCOM hosted a cocktail reception and capped off the evening with a laser light show spectacular featuring mesmerizing images of monsters and mermaids flashing through the sky. The grand finale captured PCOM's name in dazzling lights.

Winding out the tour, Finkelstein, Nicholas C. Pedano, DO, '61, national campaign chairman and Hale T. Peffall Jr, executive director, alumni relations

and development, hosted an alumni reception in Fort Lauderdale, Fla. The event was for attendees of the American College of Osteopathic Internists convention.



Leonard H. Finkelstein, DO, '59, PCOM president and CEO, and Sallie Greer, wife of Jordan Greer, DO, '82, enjoy PCOM's cocktail reception at Sea World.

PCOM

Annual Report
1995



*Committed to educating
community responsive,
primary care-oriented physicians
prepared to practice medicine
in the 21st century.*

Foundations for

1995 is sure to go down in the record books as a banner year for PCOM...one that we have reason to both celebrate and take great pride in as an institution. The class of 1999 has 251 students, making it the largest class in the history of the College. The applicant pool, too, was the largest in our history...more than 5,000 applicants. This year also saw the largest enrollment of women in our 97-year history, with women comprising an amazing forty-four percent of the freshman class.

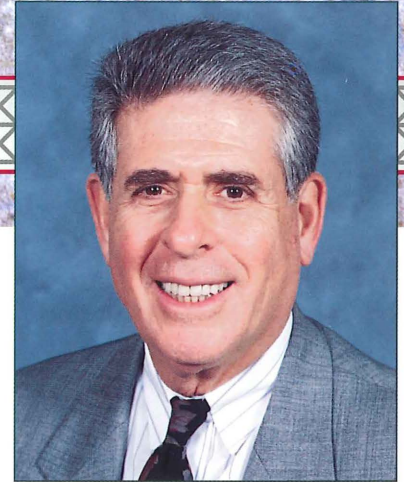
PCOM has taken a true leadership position in meeting the great national demand for primary care physicians. More than sixty percent of our graduating class of 1995 chose primary care as their area of practice, far surpassing the national goal of a 50-50 physician balance of primary care and specialized medicine. This year, an overwhelming ninety percent of the freshman class have expressed an interest in pursuing primary care medicine as a career choice.



Our College is now positioned to establish a continuum of osteopathic medical education for our students extending from the first day at PCOM through the last day of residency or fellowship. We are continuing to expand our teaching faculty in critical areas, to keep pace with the dynamic changes within and outside the institution. Our Department of Family Medicine has appointed a new Chairman, Harry J. Morris, DO, MPH to ensure strong leadership to equal the College's strong focus on primary care. Equally important, PCOM's commitment to curriculum reform continued this year with, among other changes, the introduction of an integrated curriculum approach to give students a more interdisciplinary program.

In July this year, the AOA Board of Trustees approved major changes in the accreditation standards for osteopathic graduate education. The most significant of these changes is the requirement that to be approved as an osteopathic postgraduate training institution (OPTI), the facility must be affiliated with a college of osteopathic medicine. PCOM is already positioned and moving forward to improve and expand our osteopathic GME program, which is already the largest in the country. This year saw the first class of the mas-

Leadership



ter's program in Biomedical Science receive their degrees. And this year, the Pennsylvania Department of Education approved our application for a Clinical Doctor of Psychology program, and we admitted our first class this fall.

A groundbreaking ceremony kicking off PCOM's Master Facilities Plan was held June 2 at the College, when designs for the future campus were unveiled to alumni, community leaders, politicians and employees. Since the groundbreaking, progress on the Plan continues to generate growing excitement almost daily on the campus. Construction on the garage is almost completed, and it is expected to be fully operational by the end of the year. In September, the Rose K. Ginsburg Amphitheater, on the first floor of Evans Hall, was dedicated in time for the start of the fall semester. The Master Facilities Plan is scheduled for completion by the end of 1997.

Without a sound financial basis, none of these accomplishments could have been achieved. PCOM has never been in better financial shape. The Foundation is now worth over \$40 million, more than double what it was five years ago. Our balance sheet is positive, and will remain so. And, we will continue to move forward toward our ever-expanding goals, improving our faculty, our curriculum and our campus.

My message would not be complete without discussing our capital campaign, The PCOM Mission. Our goal over five years is to raise \$25 million. The first year of our efforts has just ended, and we have already reached the \$5 million mark. There is a long way to go, but I am optimistic that we can and will reach this ambitious objective.

The campaign will end in the year 1999, the PCOM centennial year. I am confident that on that festive occasion we will find ourselves celebrating not only our accomplished goal, but an increased pride in our association with Philadelphia College of Osteopathic Medicine.

Sincerely,

A handwritten signature in dark ink, which appears to read "Leonard H. Finklestein D.O.". The signature is fluid and cursive, with a large, stylized "L" and "F".

Leonard H. Finklestein, D.O.
President and CEO

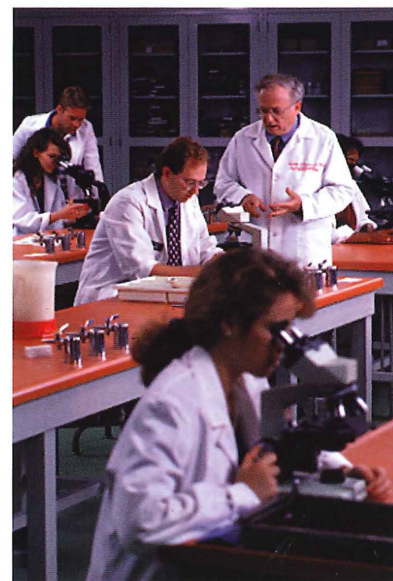
Academic Update

To flourish in today's constantly changing health care system, an educational institution must have a strong mission that is firmly based in the realities of the health care environment; an equally strong commitment to that mission; and the flexibility with which to meet the challenges of the times. As we approach the 21st century, PCOM is uniquely positioned for a leadership role in the medical profession on all three fronts. Our mission...to educate community responsive, primary care-oriented osteopathic physicians...answers a critical demand across the country for primary care physicians. And, as an institution we have never had a stronger commitment to that mission. Finally, the College has undergone a critical restructuring, the result of which is an institution with a structure capable of change, supported by an organization that is willing to change.

The 1994-95 academic year has been one of dramatic changes and growth on many fronts. Our commitment to curriculum reform continues, and the changes to the curriculum instituted last year have proven highly successful. At the same time, our faculty has continued to grow to meet our expanding requirements. Over the last two years we have added 12 new full-time faculty members in the basic sciences and eight new full-time clinical faculty.

The next few years promise to bring important changes to osteopathic graduate medicine which will not only strengthen PCOM's educational program, but elevate the osteopathic profession as a whole. PCOM played an integral role in bringing about those changes, working with the AOA to develop recommendations for upgrading the quality of osteopathic graduate medical education through the Accreditation of Osteopathic Training Institutions (OPTI). This positioned the College to move forward to improve and expand our own GME program. 1995 saw the College's first graduation of students in the master's program in Biomedical Science. All five graduates have been accepted by PCOM as medical students and have started classes this year.

After a year of intensive preparation, the PCOM doctoral program in Psychology was approved by the state Department of Education and we enrolled our first class of 28 students in September. Designed for in-practice profes-



Kenneth J. Veit, D.O.
Dean



sionals in the mental health fields, the program will train primary care clinical psychologists. The program is directed by Arthur Freeman, EdD, diplomate in Clinical Psychology, and Chairman of the Psychology Department at PCOM.

PCOM this year appointed Jane Dumsha as Director of Academic Research Development for the College. As Director, Ms. Dumsha will be dedicated to exploring external funding to support research projects at PCOM.

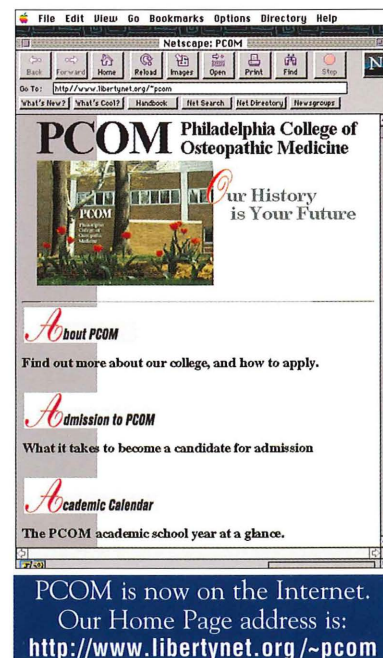
The College filled a critical academic position this year with the appointment of Harry Morris, DO, MPH, as Chairman of the Department of Family Medicine. As Chairman, Dr. Morris will be responsible for introducing the students early on to positive primary care role models, to encourage interest in careers as primary care physicians. He will also oversee the College's network of 14 ambulatory care centers located here in the city and in rural Pennsylvania, where students receive their all-important "hands-on" primary care training.

PCOM's Ambulatory Care Network now includes the following locations:

- ◆ Lancaster Avenue Healthcare Center
- ◆ Cambria Street Healthcare Center

- ◆ Roxborough Healthcare Center
- ◆ Chestnut Street Healthcare Center
- ◆ Sullivan County Medical Center
- ◆ Flourtown Family Medicine
- ◆ Bala Family Medicine
- ◆ PCOM Family Medicine
- ◆ PCOM Pediatrics
- ◆ PCOM Geriatrics
- ◆ PCOM Dermatology
- ◆ Roxborough Family Medicine
- ◆ Inter-med Associates
- ◆ Osteopathic Manipulative Medicine

Four new undergraduate fellows have been named this year in the Osteopathic Manipulative Medicine (OMM) Fellowship Program. The program, which is now in its second year, was instituted to develop and enhance students' skills in OMM. The fellows now joining this highly successful program will serve 12 months over a three-year period in PCOM's OMM Department.



The PCOM Mission



The PCOM Mission Staff, l to r, Hale T. Peffall, Jr., Pamela Serocki, and Nicholas C. Pedano, D.O.

The average alumni gift to date is \$25,000, payable over a five year period.

As a result, just one year into our campaign, gifts to The PCOM Mission already exceed the \$5 million mark toward our goal of \$25 million.



The new Rose K. Ginsburg Amphitheater on the first floor of Evans Hall.



Master Facilities

◆ OUR "NEW" CAMPUS

Perhaps the most exciting aspect of all the changes underway at PCOM is the implementation of our \$35 million Master Facilities Plan. A short stroll on campus provides instant confirmation of the full scope of the Plan, which is presently scheduled for completion by the end of 1997. Change is in the air. The campus is a-buzz with the constant clang and roar of heavy equipment. Temporary fences re-route familiar paths. Seemingly overnight, a new 650-car parking garage sprang from the ground on Stout Road, and a long, deep trench running between the Levin Administration Building and Evans Hall lies waiting to be fitted with the pipes which will carry heating and air conditioning from the new central plant to the expanding campus. Daily we can see our new campus taking on shape and substance, and the air is charged with a new vitality and sense of purpose.

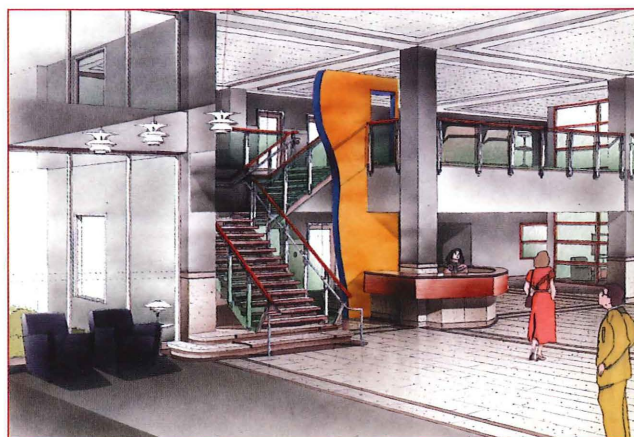
◆ EVANS HALL

Inside Evans Hall, major changes are underway. The new Rose K. Ginsburg Amphitheater, boasting state-of-the-art audio-visual equipment, and comfortably seating over 250 students, has been completed in time to greet the entering freshman class. Construction on the enlarged, upgraded Anatomy Laboratory on the sixth floor was completed in October, and will be operational in November of this year. Renovations of the first floor corridor and the ground-level classroom are completed. Renovations for classroom 138 will begin in May, 1996.

The Master Facilities Plan has brought permanent relocation for some college offices. Graduate Medical Education has been relocated to the ground level of Evans Hall. Student Affairs will be relocated to part of the current President's Suite, and the Clinical Learning Laboratory will be relocated from Rowland Hall to the current Student Affairs Office.

◆ EVANS HALL WEST WING EXPANSION

Construction of the west wing expansion of Evans Hall began with a dramatic excavation using dynamite and huge stone impactors to prepare the site for the foundation. Construction has now begun on the wing, which, upon scheduled completion in August 1996, will be the new front of the college building. The new west wing will house additional classrooms for small-group learning, a new, larger cafeteria, student study and relaxation areas, faculty offices, a state-of-the-art Osteopathic Manipulative Medicine Laboratory, the Office of Admissions and other curricular functions. After renovations, the present cafeteria on the second floor will become the new home of the Department of Radiology, Academic Services and an expanded Dean's suite. New 50-seat classrooms will be constructed on the third floor.

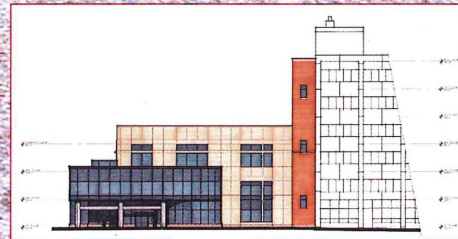


Artist conception of the lobby
of the Evans Hall Addition

Plan

◆ ROWLAND HALL LOBBY AREA

Construction of the Human Resources office will begin by the end of 1995, and completion is expected early in 1996. Construction of the balance of the new lobby will be underway in the spring of 1996, and should be completed by the end of the year.



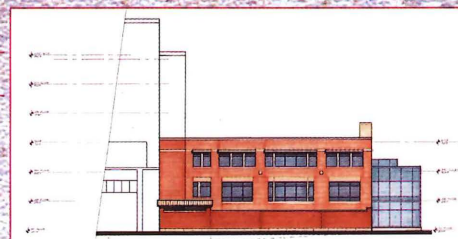
◆ PARKING GARAGE

Construction of the garage is well underway, and is expected to be fully functional by the end of 1995. At that time, the roadway entrance from the east end, near Overmont House will be landscaped, and the entrance from Stout Road will be temporarily finished until construction of the Student Activities Center is completed.



◆ CENTRAL POWER PLANT

The Central Power Plant is now under construction. The heating portion is expected to be operational by November, 1995, and the air conditioning will be completely operational by Spring, 1996.



◆ LEVIN ADMINISTRATION BUILDING

Plans for the renovation of Levin Administration Building (formerly Moss House) are presently being designed, and the project is being costed. The building must be vacated before construction can begin, and we have scheduled the move for fall of 1996, when the west wing of Evans Hall is completed. The Levin Administration Building project is expected to be completed by mid-1997.

◆ STUDENT ACTIVITY CENTER

Construction of the Student Activity Center cannot begin until the west wing and other areas on the campus have been completed, as the area is needed as a staging area for construction materials and equipment. We expect to begin construction in July, 1996, and complete the project by the fall of 1997.

◆ OTHER CONSTRUCTION PROJECTS

A Dialysis Unit, which is under construction for a tenant on the first floor of Rowland Hall, is expected to be operational by November, 1995.



*Lewis H. Abel, C.P.A.
Vice President & COO*

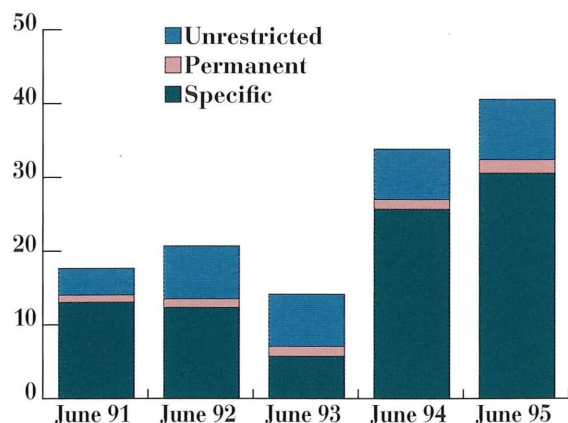
PCOM Financial

FISCAL YEAR ENDED JUNE 30, 1995 (\$ IN MILLIONS)

Fiscal Years ended June 30,	1995	1994	1993	1992
ASSETS				
Cash	\$7.0	\$ 1.0	\$ 1.1	\$ 0.5
Accounts receivable, net	3.8	3.4	4.5	2.0
Endowments and Similar Funds	39.2	33.9	14.1	20.7
Restricted Funds	17.1	18.9	11.0	11.0
Investment in discontinued activities	—	—	23.9	23.0
Property and equipment, net	26.7	18.1	17.4	17.2
Other assets	3.3	7.4	1.4	0.6
Total Assets	\$ 97.1	\$ 82.7	\$ 73.4	\$ 75.0
LIABILITIES AND NET ASSETS				
Liabilities				
Accounts payable and accrued expenses	\$6.4	\$ 7.0	\$ 9.2	\$ 4.6
Accrued malpractice costs	4.8	5.6	7.2	5.3
Long term obligations	36.9	37.5	32.8	33.8
Other liabilities	4.3	2.9	3.4	2.5
Total liabilities	52.4	53.0	52.6	46.2
Net assets				
Unrestricted	34.0	20.8	11.7	19.8
Temporarily restricted	8.2	6.9	7.1	7.2
Permanently restricted	2.5	2.0	2.0	1.8
Total net assets	44.7	29.7	20.8	28.8
Total Liabilities and Net Assets	\$ 97.1	\$ 82.7	\$ 73.4	\$ 75.0

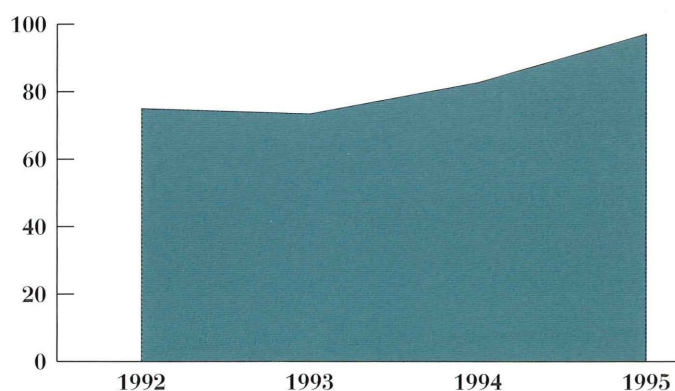
FOUNDATION GROWTH

(\$ in Millions)



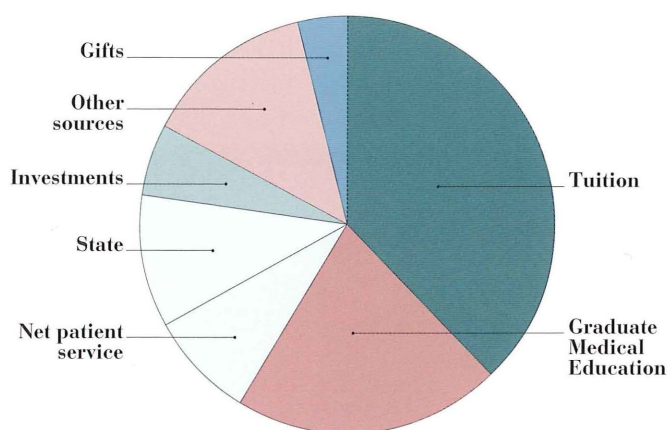
GROWTH IN TOTAL ASSETS

(\$ in Millions)



Review

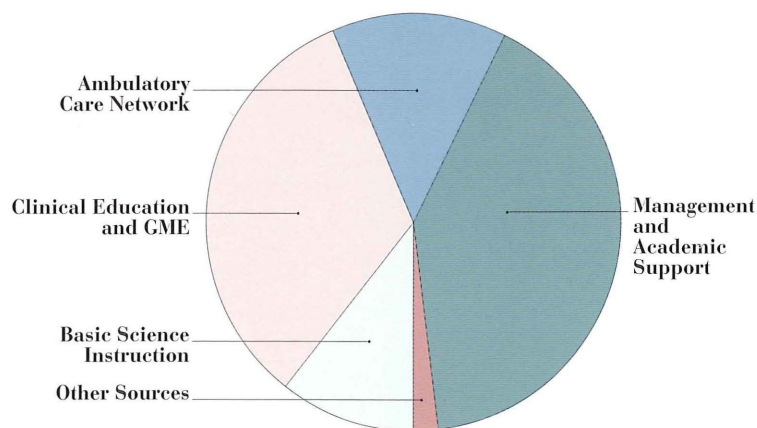
Peter Doulis, C.P.A.
Treasurer



SOURCES OF REVENUES

Tuition and fees	\$ 18.6
Graduate Medical Education (GME)	10.3
Net patient service	4.0
State appropriations	5.1
Investment income	2.7
Gifts & donations	1.6
Other sources	6.9

Total Revenues	\$ 49.2
-----------------------	----------------



USES OF REVENUES

Basic Science instruction	\$ 3.6
Clinical Education and GME	11.3
Ambulatory Care Network	4.7
Management & academic support	13.9
Other uses	0.6

Total expenses	\$ 34.1
-----------------------	----------------

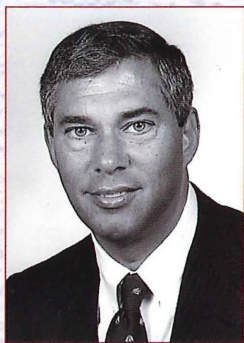
A financial report of PCOM is available upon request. Please send written request to:

MR. PETER DOULIS, C.P.A.
PCOM OFFICE OF THE TREASURER
4190 CITY AVENUE, SUITE 240
PHILADELPHIA, PA 19131

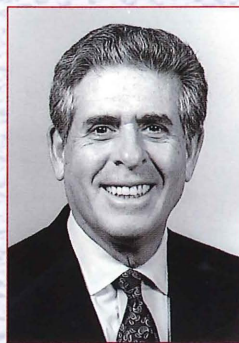
PCOM Board of



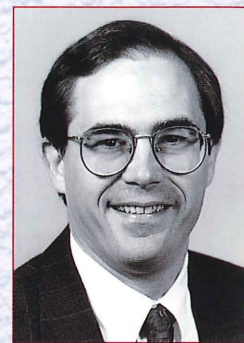
Herbert Lotman
Chairman



Eugene B. Chaiken
Vice Chairman



Leonard H. Finkelstein, D.O.
President & CEO



Kenneth J. Veit, D.O.
Dean



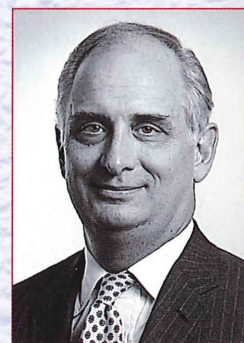
Albert F. D'Alonzo, D.O.



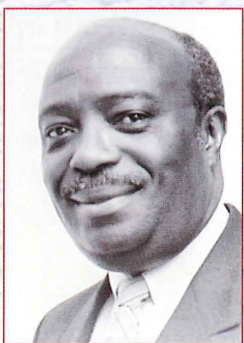
Elizabeth H. Gemmill, Esq.



Harry Ginsburg, D.O.



Gerald A. Gleeson



Leonard W. Johnson, D.O.



William M. King, D.O.



Paul W. McGloin

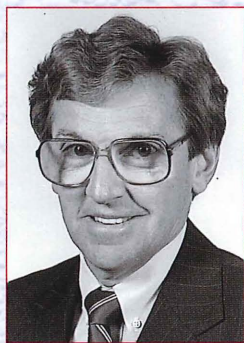


Frederick R. Melhorn, D.O.

Trustees



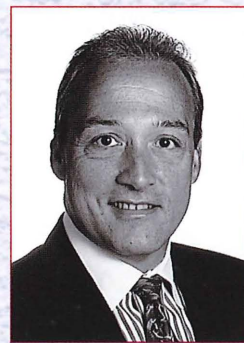
Mary Ann Arty



John W. Becher, Jr., D.O.



Renee B. Booth, Ph.D.



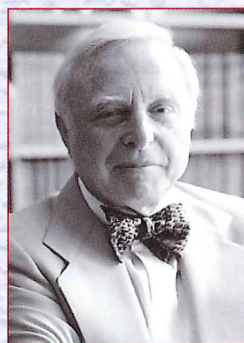
Joseph F. Coradino



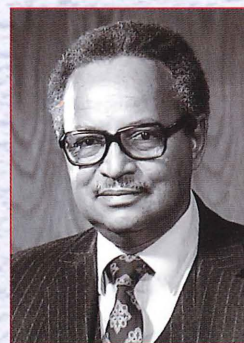
Lewis H. Gold, Esq.



Arnold Hoffman



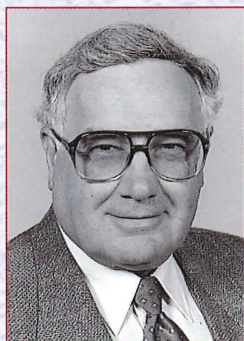
Hon. J. Sydney Hoffman
Chairman Emeritus



Melvin C. Howell



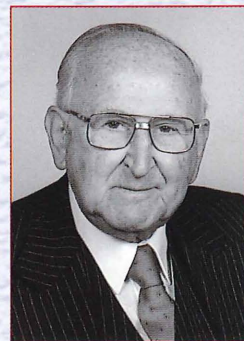
Nicholas C. Pedano, D.O.



Alexander Rodi, D.O.



Ahmeenah Young



Galen S. Young, Sr., D.O.

PHILADELPHIA COLLEGE OF OSTEOPATHIC MEDICINE
4170 CITY AVENUE • PHILADELPHIA, PA 19131

Students Get Involved



Receiving information from former PCOM primary care administrative coordinator Holly Harris, seated, are, left to right, Ronda Broady, Alicia Jones, Deborah Gracia and Karen Cousins, all members of the Class of '99.

Pediatrics Club Cleans Up

Philadelphia Cares, a community-based organization dedicated to revitalizing urban areas, was aided by pediatric club volunteers on September 30. The group painted over graffiti, cleaned up a glass-covered playground and painted murals over brick walls at an elementary school. The six students, Patricia McQuillin, PCOM '97, David Brock, PCOM '98, Andrew Forman, PCOM '98, Mary Maher, PCOM '98,

Katharine McKnight, PCOM '98, Charles Nuss, PCOM '99 and Edmund Torri, PCOM '99, were thrilled with the results.

Spotlight On National Primary Care Day

"Primary Care: Shaping the Future of Medicine" proved to be an inspiring title for the physician panel discussion that capped off a day filled with events such as a health and career fair. PCOM Dean **Kenneth J. Veit**, DO, '76, moder-

ated the event, hosting speakers such as **Oliver W. Bullock**, DO, '78, director, Cambria Street Healthcare Center; **Eugene Mochan**, DO, '77 assistant dean for primary care education; and **Harry Morris**, DO, '78, chairman and professor, family medicine.

Student Receives Scholarship

Karen L. Pastula, PCOM '99, was a recipient of the Russell C. McCaughan Educational Fund of the National Osteopathic Foundation. The scholarship is given to one freshman student annually from each osteopathic college who has shown outstanding capabilities and strong motivation in osteopathic philosophy.

NOM Week Highlights

The Student Osteopathic Medical Association (SOMA) hosted many events celebrating "National Osteopathic Medicine (NOM) Week" November 5-11. This year's theme, "Shaping Up America's Health," focused on children's health issues. SOMA co-coordinators Diane Godorov, PCOM '98, and Jennifer Bright, PCOM '98, planned activities such as a free blood pressure screening and demonstration of pediatric OMM.

PCOM tees off for Cambria Street Healthcare Center

PCOM's third annual golf classic September 11 at Radnor Valley Country Club was the College's biggest and best tournament ever. Lots of fun, sun, sumptuous food and income of almost \$127,000 added up to an enjoyable and profitable day. Most important, PCOM's dream to provide a larger, more modern health care facility for the North Philadelphia community has been realized.

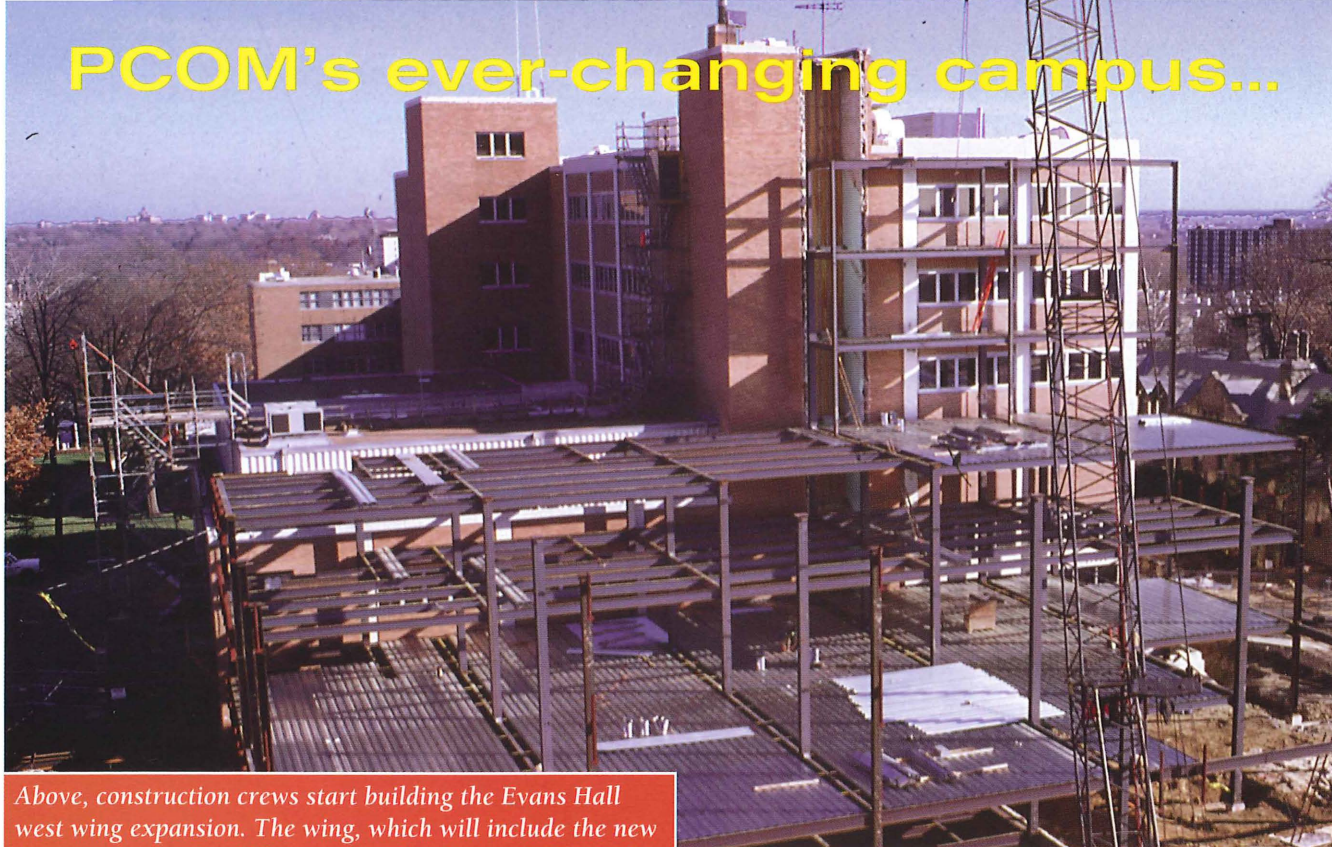
Relocation plans for PCOM's Cambria Street Healthcare Center are finalized. A new site has been purchased at 21st and Cambria Streets, a block away from the current location. The new home will enable PCOM to expand primary care services to more inner-city patients.

The PCOM '96 Golf Classic will be held at Torresdale-Frankford Country Club September 9. Proceeds will be used for construction of the new Cambria Street Healthcare Center.



Taking a break between holes are Nicholas C. Pedano, DO, '61, national campaign chairman, left, and Harry J. Morris, DO, '78, chairman, department of family medicine.

PCOM's ever-changing campus...



Above, construction crews start building the Evans Hall west wing expansion. The wing, which will include the new front entrance, should be completed in August 1996. Right, PCOM's parking woes are over with its new 650-space parking garage. A ribbon-cutting ceremony was held November 8 to celebrate its opening.

Evans Hall

With the 650-space parking garage completed, construction is full speed ahead with the Evans Hall west wing expansion. The wing will include new 50-seat classrooms for small-group learning; a large new cafeteria; student study and relaxation areas; faculty offices; a new osteopathic manipulative medicine lab; and the office of admissions. The west wing, which will be the new front entrance of Evans Hall, should be completed in August 1996.



Other areas

- Construction is underway on the central power plant. The heating system is being tested, and the air conditioning system will be finished by spring 1996.
- Renovations to Rowland Hall's lobby should be completed by the end of 1996.
- Renovation plans for the Levin Administration Building are being designed; the project should be completed by mid-1997.
- The Student Activity Center will be built when Evans Hall and other areas of the campus are completed; it should be finished by the end of 1997.



Cutting the ribbon November 27 for the new gross anatomy laboratory are, left to right, Robert Niewenhuis, PhD, vice chairman and professor of anatomy; Kenneth J. Veit, DO, '76, dean; Tabatha Jeffers, PCOM '99; Leonard H. Finkelstein, DO, '59, president and CEO; and Tage Kvist, PhD, chairman and professor of anatomy. The expanded facility, which features advanced technology and presentation systems, can be divided into three laboratories.

A CALL FOR ACTION IN PENNSYLVANIA:**Inform your legislators about osteopathic medicine**

Dear Alumni:

The need for strong, effective advocacy with all levels of government has never been more pressing. Proposed changes in law, regulation and reimbursement are revolutionary and

threatening. Although many of these proposals are national, the emphasis is shifting to the states and to local control.

For several years, PCOM has been developing relationships with

Pennsylvania's executive and legislative branches. Your help is essential. Harrisburg needs to hear about the many benefits osteopathic medicine provides to Pennsylvania citizens. But it's not enough for PCOM administrators to send the message; legislators need to hear from constituents like you who are delivering these benefits every day. The future of PCOM and the osteopathic medical profession could depend on it.

PCOM needs you to be a local representative and spread the word to your state senator and representative, and local officials. If you would like to serve your profession and alma mater in this way, please call the President's Office at (215) 871-6800. The College will provide you with the information, materials and assistance you need to be our most effective advocate.

Sincerely,



Leonard H. Finkelstein, DO, '59
PCOM President and CEO

Morris Named Family Medicine Chairman

As the newly appointed chairman of the department of family medicine, Harry Morris, DO, '78 MPH, must incorporate many roles.



The Philadelphia native is very experienced at this. He served as both director of medical education and family medicine residency director at Florida Hospital East in Orlando, as well as director of two nursing homes.

Previously, Morris managed a family practice in Avondale, Pa. for 11 years. He also held numerous executive staff positions, including medical staff vice president at Southern

Chester County Medical Center in West Grove, Pa.

As chairman, Morris faces three challenges: to promote primary care as the cornerstone of the osteopathic medical philosophy; to position family medicine practitioners in leadership positions as the nation shifts towards managed care; and to maintain the College's benchmark reputation for graduating primary care physicians.

"With PCOM's resources, and the talent and commitment level of students and faculty, I'm confident we can make the College's primary care mission a reality," says Morris.

He resides in Birmingham, Pa. with his wife, Joanne, and their four children.

AMBULATORY CARE NETWORK EXPANDS

PCOM welcomes three new practice plans to its network: Inter-Med Associates and Osteopathic Manipulative Medicine (OMM), both at 4190 City Avenue, and Roxborough Family Medicine at 525 Jamestown Avenue in Philadelphia.

Inter-Med Associates, a multidisciplinary practice, includes physicians with expertise in general medicine, medical diseases of the chest, critical care and diabetology. The physicians (pictured left to right) are Pat A. Lanutti, DO, '71, professor and co-vice chairman of internal medicine; Michael A. Venditto, DO, '77, professor of internal medicine; Daniel J.

Parenti, DO, '87, assistant professor of internal medicine; and John P. Sime-



laro, DO, '71, chairman and professor of internal medicine. They can be reached at (215) 871-1424.

Physicians at the OMM practice plan are Alexander S. Nicholas, DO, '75, chairman and professor of OMM, and Walter Ehrenfeuchter, DO, '79, vice chairman and professor of OMM. The office can be reached at (215) 871-1871.

Michael A. Becker, DO, '87 practices at Roxborough Family Medicine (not to be confused with PCOM's Roxborough Healthcare Center). The number is (215) 487-9411. Becker also practices at PCOM Family Medicine at 4190 City Avenue.



Capital Campaign Developments

Campaign passes \$5 million mark

Thanks to many generous PCOM alumni, employees and other supporters, *The PCOM Mission* has exceeded \$5 million. The average alumni gift is \$25,000 payable over five years. With this enthusiastic response after just one year, the College eagerly anticipates reaching its \$25 million goal in 1999.

Generous gift transforms classroom

A \$1,000,000 gift from Harry Ginsburg, DO, '42 transformed Evans Hall first-year classroom into a state-of-the-art lecture hall. Ginsburg, a member of PCOM's board of trustees, dedicated the classroom in memory of his mother, Rose K. Ginsburg, at a ceremony September 20.

Fellowship program dedicated

The family of C. Paul Snyder, DO, '10, along with the Oxford Foundation, pledged \$500,000 to the Osteopathic Manipulative Medicine (OMM) Fellowship Program. The gift honors Snyder's contributions to osteopathic medicine. He incorporated OMM techniques in treating ear, nose and throat disorders.

The College held a ceremony November 10 dedicating the fellowship program to Snyder. Started in 1994, the OMM Fellowship Program develops osteopathic physicians who will integrate osteopathic principals into all areas of practice; six students are fellows.

Alumni involvement key

The PCOM Mission needs regional leaders for different geographical areas to help solicit pledges from colleagues and friends. The campaign has benefited enormously from the many alumni already serving. Being a regional leader requires only a small amount of time. For details, call Hale T. Peffall, Jr., executive director, alumni relations and development, or Pam Serocki, campaign manager, at **1-800-739-3939**.



Harry Ginsburg, DO, '42, PCOM board of trustees member, stands next to the bas relief unveiled at the dedication of the Rose K. Ginsburg Amphitheater. His generous gift to *The PCOM Mission* in memory of his mother was used to renovate the Evans Hall first-year classroom.



The family of C. Paul Snyder, DO, '10, along with the Oxford Foundation, honored Snyder's memory with a gift to *The PCOM Mission*. At a PCOM dedication ceremony are, front row, left to right, Leonard H. Finkelstein, DO, '59, PCOM president and CEO; John Charles Ware, Snyder's great-grandson; Betty Applebaugh and Marian Ware, Snyder's daughters; and Herbert Lotman, PCOM chairman of the board. Back row are Marilyn Lewis and Paul Ware, Snyder's grandchildren.

CLASSActs**1 9 3 3**

Solomon Gerber, DO, Roslyn Heights, NY, was featured in an article published in the *Brooklyn Heights Press* and *Cobble Hill News* titled "Dedicated heights doctor recalls \$2 house visits."

1 9 4 6

Dominic J. Bontempo, DO, Fort Washington, Pa., was honored by Suburban General Hospital, Norristown, Pa., which dedicated its newly renovated physicians' dining room in his name. A member of one of the first classes of residents to receive medical training at Suburban General, he became a staff member of the hospital in 1948.

1 9 5 0

C.W. Elliott, DO, Largo, Fla., was appointed clinical professor of surgery at Nova Southeastern University.

1 9 5 1

Walter W. Schwartz, DO, Broomall, Pa., was elected vice chairman of the Delaware County affiliate of the American Heart Association.

1 9 5 2

Hymen Kanoff, DO, Cheltenham, Pa., had an article published in the *Cortlandt Forum* titled "Good neighbor policy."

1 9 5 3

Irving Tenenbaum, DO, Cape May, NJ, was elected to a third term as president of the American Academy of Osteopathic Dermatologists and was re-elected vice president of the American Board of Certification in Dermatology.

1 9 5 4

Robert G. Rothberg, DO, Springfield, Pa., was featured in the "Real People" section of the *Delaware County Sunday Times* Aug. 6.

1 9 5 9

Leonard H. Finkelstein, DO, PCOM president and CEO, Havertown, Pa., was named chairman-elect of the

board of governors of the American Association of Colleges of Osteopathic Medicine.

Lenwood B. Wert, DO, Lansdowne, Pa., was featured in a July 17 *Philadelphia Inquirer* article that presented physicians' views on the managed health care system.

1 9 6 3

Edward Gotfried, DO, Athens, Ohio, was appointed associate professor of surgery at Ohio College of Osteopathic Medicine.

James J. Manlandro, DO, Dennisville, NJ, was appointed medical director of the Seabrook House, an alcoholism and chemical dependency treatment center.

1 9 6 4

Donald R. Furci, DO, Sarasota, Fla., was appointed associate professor and assistant director of the family residency program at Doctor's Hospital, Columbus, Ohio.

1 9 6 7

Michael Cordas Jr., DO, Hershey, Pa., was named coordinator of primary care sports medicine and team physician for the Penn State University Nittany Lions football team. He also was elected to serve a three-year term as a board member of the Pennsylvania Academy of Family Physicians.

Kirk L. Hilliard Jr., DO, Columbus, Ohio, was named vice president of medical education and a board of trustees member at Doctors Hospital, Columbus, Ohio.

Sherman N. Leis, DO, Narberth, Pa., was board certified in general surgery.

1 9 6 8

L. George Hershey, DO, Flagstaff, Ariz., served as head physician for the US Olympic Committee's medical team assigned to the Buenos Aires site of the Pan Am Games.

1 9 6 9

John P. Bruno, DO, Bethlehem, Pa.,

was named vice president of medical affairs for Allentown Osteopathic Medical Center.

1 9 7 2

Philip W. Eppley II, DO, York, Pa., had an article published in the *Times* (Gettysburg, Pa.) titled "Is the chicken pox vaccine right for you?"

James E. Eshleman, DO, Norway, Maine, was appointed president of the Maine Osteopathic Association (MOA) and received the MOA "Roswell P. Bates Memorial Award" for furthering the image of the osteopathic profession in the state.

1 9 7 5

James P. Dwyer, DO, Medford, NJ, was named vice president of medical affairs at Memorial Health Alliance.

1 9 7 6

Ted S. Eisenberg, DO, Merion Station, Pa., was elected national president of the Lambda Omicron Gamma Medical Society.

Edward H. Ridings III, DO, Lewistown, Pa., was elected president of Lewistown Hospital's medical and dental staff.

1 9 7 7

Marion Brown, DO, Bloomsburg, Pa., was named medical director of First American Home Care, Bloomsburg.

Suzanne K. Kelley, DO, Harrisburg, Pa., was appointed a trustee-at-large for the Pennsylvania Osteopathic Medical Association.

Michael Najarian, DO, Harrisburg, Pa., was appointed director of surgical critical care and trauma services and associate director of the surgery residency program at Polyclinic Medical Center, Harrisburg.

Richard M. Wszolek, DO, Haddonfield, NJ, became a diplomate of the American Board of Emergency Medicine.

CLASSActs

1978

Marcella Frank, DO, Trenton, NJ, was re-elected chairman of medicine at Helene Fuld Medical Center, Trenton.

Samuel Garloff, DO, Orwigsburg, Pa., was appointed vice president for medical affairs at Good Samaritan Regional Medical Center, Pottsville, Pa.

1979

Zoltan Brody, Staten Island, NY, received the 1995 "Proctologist of the Year Award" from the American Osteopathic College of Proctology (AOCP) and was elected AOCP president.

W. Craig Leach, DO, Wauwatosa, Wis., was named chief of the department of pediatrics at Children's Hospital of Wisconsin.

1980

David A. Bitonte, DO, Paris, Ohio, was elected president-elect of the Ohio Academy of Osteopathic Medicine - eighth district and was elected president of the Stark County Medical Society. He also became a fellow of the American Osteopathic College of Anesthesiologists.

Phillip C. Ginsberg, DO, Wynnewood, Pa., received a juris doctor degree from Temple University School of Law.

Carl A. Johnson, DO, Brighton, Mich., was board certified in family practice.

1981

Ray E. Sharretts, DO, Liverpool, Pa., completed a four-year residency program at Jefferson Medical College, department of psychiatry and human behavior. He was appointed to the medical staff at Polyclinic Medical Center, Harrisburg, Pa.

Robert N. Yanoshak, DO, Plains, Pa., was named medical director of Hospice St. John's - Wilkes Barre area.

1982

Beth Mulvihill, DO, Muncy, Pa., was board certified in obstetrics-gynecology.

Joseph F. Mussoline, DO, Lansford, Pa., was re-elected to a third term as president of the medical staff at Miners Memorial Medical Center, Coaldale, Pa.

Matthew C. Sophy, DO, Pottsville, Pa., was appointed to the executive committee of the Pennsylvania Osteopathic Medical Association.

1983

Steven Evans, DO, Spring City, Pa., had an article published in *The Mercury* (Pottstown, Pa.) titled "If you must exercise in heat and humidity, take these precautions."

Michael J. Voyack, DO, Bensalem, Pa., was voted "Outstanding Teacher of the Year" by family medicine residents at the University of Medicine and Dentistry of New Jersey, Camden.

1984

David Coffey, DO, Montgomery, Ala., was board certified in osteopathic manipulative medicine and was elected vice president of the Cranial Academy. He also is involved in the Catholic Medical Foundation, which donates equipment and drugs to hospitals in Bosnia and Croatia.

Gary Kania, DO, Thomasville, Ala., has joined the staff of the Vaughan Jackson Medical Center, Jackson, Ala.

Cynthia J. Mears, DO, Wilmington, Del., was featured in an article published in *The DO* titled "Tackling troubled youth: counseling central to adolescent medicine."

Debra K. Spatz, DO, Port Republic, Md., was featured in an article published in the *Recorder* (Prince Frederick, Md.) titled "Treating sports injuries occurring in youth."

1985

William M. Antonelli, DO, Marlton, NJ, was board certified in critical care medicine.

Daniel R. Black Jr., DO, Gallipolis, Ohio, was elected a member-at-large of the Ohio State Physical Medicine and Rehabilitation Society's executive committee.

Pragnesh A. Desai, DO, Allentown, Pa., was board certified in urologic surgery.

1986

Karen E. Arscott, DO, Scranton, Pa., received the AOA's 1995 "Fisons Pharmaceuticals Resident Award for Allergy and Asthma Education and Research" for her proposed research project on treating chronic asthma sufferers with osteopathic manipulative medicine. The award was presented at the Oct. AOA convention.

Robert G. Lewcun, DO, Ambler, Pa., joined the department of family practice at Holy Redeemer Hospital and Medical Center, Meadowbrook, Pa.

1987

Michael A. Becker, DO, Blue Bell, Pa., opened an office, Roxborough Family Medicine, Philadelphia.

Elliott Bilofsky, DO, Holidaysburg, Pa., opened an ear, nose and throat practice in the Penwood Medical Development, Everett, Pa.

D. Todd Detar, DO, Royersford, Pa., had an article published in *The Mercury* (Pottstown, Pa.) titled "Don't take your organs with you when you die: we need them here."

Craig Frankil, DO, Bala Cynwyd, Pa., was appointed director of the coronary care units at Hahnemann University Hospital and became a fellow of the American College of Cardiology.

Kennedy J. Sbat, DO, Pottstown, Pa., had an article published in *The Mercury* (Pottstown, Pa.) titled "Summertime air quality presents hazards; here's how to cope."

1988

Marianne Santioni, DO, Taylor, Pa., was board certified in rheumatology and became a diplomate of the American College of Rheumatology.

Robert W. Wilkeson, DO, Columbus, Ga., was board certified in anatomic pathology. He serves as chief of anatomic pathology at Martin Army Community Hospital, Fort Benning, Ga.

CLASSActs**1989**

Harold M. Brown, DO, Dayton, Ohio, was appointed chairman of the department of family practice at Greene Memorial Hospital, Xenia, Ohio, and was named president-elect of the Greene County Medical Society. He also was named one of the top eight young physicians in Ohio by the Ohio State Medical Association.

Gary A. Erbstoesser, DO, Phoenix, Ariz., was board certified in sports medicine and was appointed team physician for the Plymouth Cycling Team.

Jennifer S. Pullano, DO, Charleston,

SC, joined the medical staff of Durst Family Medicine, Charleston.

Donald M. McCarran, DO, Ridley Park, Pa., was board certified in neurology and joined Swarthmore Neurology Associates, Ridley Park, with Bruce Grossinger, DO, '85 and Steven Grossinger, DO, '87.

Mark A. Monaco, DO, Havertown, Pa., joined Delaware County Family Practice Associates, with offices in Broomall and Drexel Hill.

Constantina Pippis-Nester, DO, Wayne, Pa., was board certified in emergency medicine.

Peter B. Wagner, DO, Greenville, NC,

joined the Carolina Heart cardiology practice, Greenville.

1990

Donald J. DeBrakeleer, DO, Warwick, NY, was named resident of the year by Philadelphia's Hahnemann University Hospital's department of obstetrics-gynecology and received the "Medical Student Teaching Award" from Hahnemann's third-year medical students. He also received the "Excellence in Endoscopy Award" from the American Association of Gynecologic Laparoscopists. He opened an obstetrics-gynecology practice in Goshen, NY with Alex Joanow, DO, '86.

John L. Cionci, DO, '47:

Advocate for HIV/AIDS patients

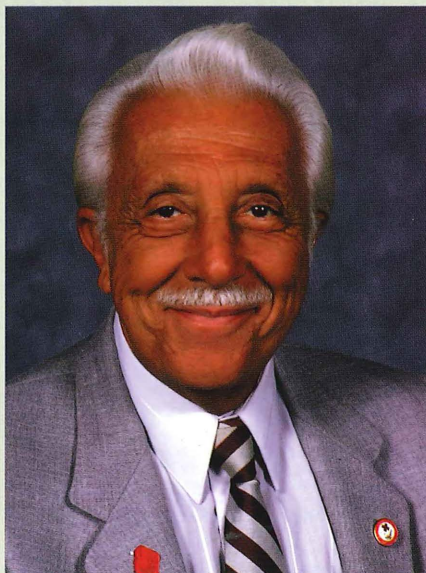
After 45 years as a general practitioner, John L. Cionci, DO, '47 has found a second career as an advocate for people with HIV/AIDS. A leader in HIV/AIDS education and awareness, Cionci, 72, is medical director of four "One Day At A Time" drug and alcohol recovery centers in Philadelphia which treat people with HIV or AIDS.

Philadelphia isn't the only place that has benefited from his expertise. In October 1994, Cionci visited Montgomery, Alabama to help set up the city's first HIV testing and counseling center for underserved African-American residents. He was invited by Montgomery's city council, who presented him with the key to the city for his efforts. While there, he was made an honorary Secretary of State and Alabama Colonel.

In December 1994, Cionci hosted Montgomery community and government officials in Philadelphia, where they learned about successful, community-based strategies to combat AIDS. Cionci will return to Alabama to give further guidance in

setting up the HIV center.

In June 1995, Cionci served as a spokesperson for patients with HIV/AIDS at a subcommittee session



on Food and Drug Administration (FDA) regulation reform. Held at the Norristown, Pa. courthouse, the session focused on speeding up the FDA approval process and cutting red tape. "People with AIDS are dying; they can't wait two to three years for

drugs to be approved by the FDA," says Cionci.

At an August 1 ceremony in Washington, DC, Cionci received a congressional citation for outstanding HIV/AIDS community outreach. The citation was presented by U.S. Representatives Jon Fox of Pennsylvania and Bob Portman of Ohio, who also recognized Dr. Heimlich, inventor of the Heimlich maneuver.

Cionci, who is certified to teach physicians about AIDS, serves as an advanced AIDS educator for many organizations. He is chairman of the board of the Montgomery County AIDS Task Force and a volunteer with BEBASHI (Blacks Educating Blacks About Sexual Health Issues). Cionci was the first western physician to give formal AIDS lectures in China when he was invited in 1990 by the Chinese Red Cross.

"I'm trying to fill a void that's out there with treating AIDS patients," explains Cionci. "It's a lot better than it was, but there are still a lot of doctors and dentists who don't welcome HIV/AIDS patients with open arms."

CLASSActs

Steven Lichtenstein, DO, Philadelphia, Pa., joined the gastroenterology practice of Norman Cohen, MD and Rafael Amaral, MD, in Darby, Pa.

Louis J. O'Boyle, DO, Hershey, Pa., was named program coordinator of the Scranton-Temple Residency Program at Mercy Hospital, Scranton.

1991

Robert C. Albright Jr., DO, Rochester, Minn., received the 1995 "Outstanding Achievement Award" recognizing excellence in the internal medicine residency program at the Mayo Graduate School of Medicine.

Jon E. Brndjar, DO, Trexlertown, Pa., joined the department of medicine at Lehigh Valley Hospital, Allentown.

John Joseph Costello Jr., DO, Rome, NY, opened an ophthalmology practice with offices in Rome and Oneida, NY.

Laura Czulewicz, DO, was board certified in family practice and has begun an orthopaedic surgery residency program at Community General Hospital, Harrisburg. She is working on a research grant to study the impact of exercise on diabetes and cardiovascular disease.

Sheri S. Davis, DO, Harmony, Pa., opened a practice, Pittsburgh Internal Medicine Associates.

Colleen A. Devinney, DO, Conshohocken, Pa., received the "Resident Teaching Award-Family Practice" at Saint Margaret's Memorial Hospital, Pittsburgh.

John B. Hayward III, DO, Macungie, Pa., was named chief resident of anesthesia at University Hospital of the State University of New York, Stony Brook.

Roderick M. Relova, DO, Newtown, Pa., joined the department of anesthesia at Kent General Hospital, Dover, Del.

1992

Coyle S. Connolly, DO, Philadelphia, Pa., was a recipient of the AOA's "Burroughs Wellcome Resident Leadership Award." He was chosen for his research on using osteopathic manipulative treatment to reduce the frequency and severity of postherpetic neuralgia.

Maureen Eisenberg, DO, Trappe, Pa., joined Hanover Family Practice Associates, Hanover, Pa.

MaryAnne Freeman Brndjar, DO, Trexlertown, Pa., was named chief resident in obstetrics-gynecology at Allentown Osteopathic Medical Center.

Charles F. Gorey, DO, Philadelphia, Pa., joined Trappe Family Practice, Trappe, Pa.

Glenn Rauchwarg, DO, Manlius, NY, joined the family medicine practice of Thomas Osborne, MD in Cazenovia, NY.

John M. Riley, DO, Easton, Pa., joined Easton Area Family Medicine Associates.

1993

Clara Higgins, DO, Philadelphia, Pa., was a recipient of the AOA's "Burroughs Wellcome Resident Leadership Award." She was recognized for the various leadership roles she assumed during her osteopathic medical education.

1994

Anita Eisenhart, DO, Bronx, NY, received a research grant/fellowship from Burroughs Wellcome to study "Evaluation of O.M.T. on the acute ankle sprain in the emergency department."

1995

Tana Fishman, DO, Philadelphia, Pa., was featured in an article published in *Hospital News* titled "Tana Fishman: non-traditional student reaches goal with recognition."

Lawrence Weinstein, DO, '67, Dies

Lawrence Weinstein, DO, '67 died September 15 at age 61. An active member of the *Friends of PCOM* fundraising group, he co-chaired last year's art auction with his wife, Natalie.

Weinstein, who resided in Villanova, Pa., was a pharmacist for seven years before entering PCOM. He decided to become a physician "because he felt he could do more for people," said his wife. He had a family medicine practice in Philadelphia and was assistant professor of family medicine at PCOM.

In college, Weinstein developed an

interest in magic and psychic readings. A professional performer, he volunteered his talents to conduct magic shows for handicapped children and senior citizens. "He also used his magic tricks in his office with patients to get them to be better," his wife said.

Other survivors include a son, Michael; a daughter, Rachel; and a brother, Stanley.



INMemoriam

Rudolph Gerber, DO, '39, FP, Grantham, NH, April 3.

Herbert W. Haines, DO, '37, FP, Media, Pa., Sept. 2.

Edwin S. Runkle, DO, '80, EM, Cressona, Pa., Aug. 6.

Paul E. Toppa, DO, '36, Newport, RI, Sept. 12.

PCOM Bookstore Mail Order Catalog

PHONE ORDERS • 1-800-883-PCOM

- 1A GEAR for Sports • Big**
Cotton 80/20 cotton poly
heavyweight sweatshirt with
stitched plaid letters. Hunter
Green. S-M-L-XL-XXL
\$44.95
- 1B Headmaster • Embroidered**
baseball cap. One size fits
all. Adjustable \$12.50
- 1C GEAR for Sports • Big**
Cotton 80/20 cotton/ poly
heavyweight sweatshirt with
college seal. Gray.
S-M-L-XL-XXL . . . \$37.00
- 1D GEAR for Sports • Big**
Cotton 80/20 cotton/ poly
sweatpants. Gray. S-M-L-XL
\$30.00
- 2A GEAR for Sports • Big cotton**
100% cotton T- Shirt. Gray.
S-M-L-XL-XXL \$15.95
- 2B J&M Sportswear • 80/20**
cotton/ poly sweatshirt with
embroidery. Navy.
S-M-L-XL-XXL \$45.95
- 2C Third Street Sportswear for**
Children • 100% cotton T-
Shirt. Gray. Sizes: 18-months,
2T, 4T, 5, 6 \$12.75
- 2D Third Street Sportswear for**
Children • Cotton/ poly
sweatshirt. Gray. Sizes: 18-
months, 2T, 4T, 5, 6 . . \$26.50



PCOM

Bookstore
4190 City Line Ave.
Philadelphia, PA 19131
1-800-883-PCOM
FAX (215) 871-4430

SHIP TO:

Name _____
Address _____
City _____ State _____ Zip _____

No Cash or C.O.D.'s please. Orders must be prepaid.

ITEM#	DESCRIPTION	COLOR	SIZE	QTY.	PRICE	TOTAL

SHIPPING & HANDLING: If your order totals \$10.00 or less, add \$3.00; \$10.01 to \$25.00, add \$4.00; \$25.01 or more add \$5.00.

All items sent via U.P.S. No P.O. Boxes. Please allow 4-6 weeks for delivery.

METHOD OF PAYMENT

☐ Check (Payable to: PCOM Bookstore) ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Acct. #: _____ Exp. Date _____

Signature _____ Date of order ____ / ____ / ____ Day time phone # (____) _____

MERCHANDISE TOTAL	
PA Residents add 7% sales tax except on clothing.	
SHIPPING & HANDLING	
TOTAL	

Return Policy: If you are not completely satisfied with the merchandise you have purchased, simply return the unused item(s) with a copy of the packing slip and indicate the reason for the return. Your payment will be refunded within 30 days.